

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or famous name in a Web page on the Internet, comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating a search string based on the at least one trademark, tradename, celebrity name, or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text, and wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page; and

determining an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name;

wherein the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

2. (Previously Presented) The method of searching and reporting according to claim 1, wherein the at least one character string is a number of the identifying matches within the category.

3 – 4. (Canceled)

5. (Previously Presented) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, or a famous name in a Web page on the Internet, comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, or famous name to be searched in the Web page on the Internet;

automatically creating homonyms and phonetic equivalents of the at least one trademark, tradename, celebrity name, or famous name entered by the user;

automatically creating a search string including the at least one trademark, tradename, celebrity name, or famous name and the automatically created homonyms and phonetic equivalents based on the at least one trademark, tradename, celebrity name, or famous name entered by the user;

receiving a URL address of the Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address received for matches in the contents of the Web page corresponding to the search string, wherein the searched contents includes elements other than only a domain name;

providing search results of identified matches in the contents of the Web page corresponding to the search string, wherein the search results are extracted from the Web page, categorized, and formatted in a report, each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one characterstring in a

column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text, and wherein the search results highlight the at least one trademark, tradename, celebrity name, or famous name found in the Web page;

determining an unauthorized use of the at least one trademark, tradename, celebrity name, or famous name;

obtaining information relating to an owner of the URL address conducting the unauthorized use; and

informing the owner of the unauthorized use;

wherein the at least one trademark, tradename, celebrity name, or famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

6. – 16. (Canceled)

17. (Previously Presented) The method of searching and reporting according to claim 1, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

18. (Previously Presented) The method of searching and reporting according to claim 5, wherein the searched contents includes at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles, and images.

19. – 20. (Canceled)

21. (Previously Presented) The method of searching and reporting according to claim 5, wherein the at least one character string is a number of the identifying matches within the category.

22 – 27. (Canceled)

28. (Currently Amended) The ~~system~~ method for searching and reporting according to claim 5, wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address of the owner.

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29. (Currently Amended) The ~~system~~ method for searching and reporting according to claim 5, wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

30. – 34. (Canceled)